

# **ENERGY STAR Best Value Finder:**A New Tool for Cost-Conscious Consumers

October 26, 2016 Melissa Fiffer







# The EE Opportunity: High Energy Burden in Low Income Households

- Low-income households account for about one-third of the population in the U.S. (Source: Pew Research Center analysis of the 2014 American Community Survey)
- Low income households spend 3x more of their income on energy, with the greatest burden on:
  - Renters
  - Multifamily residents
  - Non-white races
- Low income households own products similar to higher incomes owning a TV, entertainment systems, and conveniences like clothes washers but are:
  - Less likely to use an ENERGY STAR appliance fridges, dishwashers, clothes washers & room AC
  - Less likely to have central air conditioning but higher usage and ownership of a room AC unit
  - Penetrating this market is consistent with achieving overall climate goals





## The EE Opportunity: Starting with Refrigerators, Light Bulbs & TVs

## LED Light Bulbs

- The need: Compared to average households, low-income households are less likely to have energy efficient bulbs. Utility low income program reps tell stories of visiting homes where bulbs are dead and not replaced.
- EE opportunity: LED bulb prices have significantly decreased. Long-lasting LED bulbs are available for under \$5, aided by local utility promotions.

## Refrigerators

- The need: Low-income households are more likely to have older refrigerators.
- EE opportunity: Replacing an old refrigerator with a new one that has earned the ENERGY STAR could save you \$260 over the next five years. A number of utilities offer rebates towards the purchase of new ENERGY STAR refrigerators, and in some cases for recycling the old one.

## TVs

- The need: Low-income consumers own almost as many televisions as middleclass and wealthy Americans.
- EE opportunity: Encourage purchase of an ENERGY STAR model.



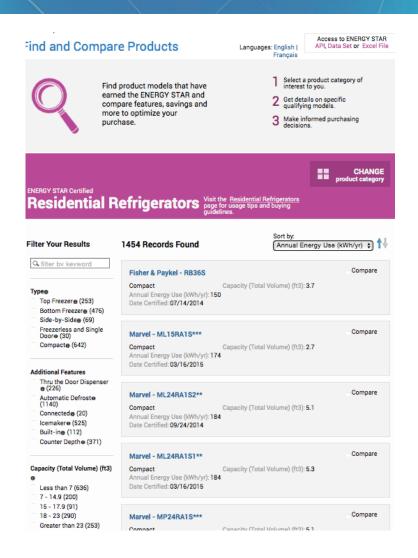


- Goal: Make energy saving products and tips more accessible to low income or budgetconstrained consumers
  - Highlight least cost, efficient options
  - Provide online and local options for researching and purchasing products
  - Provide buying tips and and information about rebates
  - Offer simple ways to reduce energy consumption and save money
- Why ENERGY STAR "Best Value" Finder?
  - Selected name based on market research
  - Enhances the ENERGY STAR brand, reflects positively on retailers and manufacturers, and should resonate with the cost-conscious consumer who is doing their research to find a smart deal.



#### ENERGY STAR. The simple choice for energy efficiency.





# ENERGY STAR has long been a trusted resource for identifying efficient products

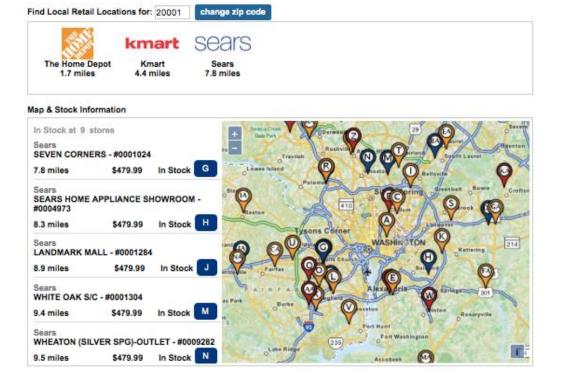
- Evolution from simple qualified product lists to lists with limited energy consumption info to search tools with automation
- Currently use sophisticated IT system that accepts data from third party certifiers to populate consumer facing product finders
- Infrastructure includes APIs and extensive datasets of related product info





## **Price and Location Details**

 Designed to facilitate online research and in-store purchases consistent with what consumers have come to expect from online shopping tools



	Defrost Type <b>⊕</b>	Automatic	Bright lighting for easy visibility
	Compact e	No	Reversible door swing option     Filter change alert
	Built-in e	No	Color-coordinated door handle chest
	Thru the Door Dispenser o	No	<ul> <li>Independent temperature controls</li> </ul>
	Ice Maker e	No	
	Counter Depth e	No	
Frigidaire FFET1022Q*	Height (in) €	59.8	
	Width (in) e	24.0	
	Capacity (Total Volume) (ft3) e	9.9	
	Annual Energy Use (kWh/yr) e	296	
	US Federal Standard (kWh/yr) e	314	
	Connected Functionality e	No	
	Date Available On Market	02/22/2014	

New Price and Loca	ation information		· ·
experience and ma	price and location information for ENERGY sike it easier to locate models. Data on price a oses only. <i>Prices may vary in store or online</i> .	nd availability are sourced fro	om retail web sites for
There are currently	no Canada only models.		
Find Online	Clicking on the "Go" link below will ta	ke you to web sites external to	the energystar.gov domain.ext
AIRPORT BED	EEET102201	W In Stock	\$470.00 G0

-ina Unline	Clicking on the "Go" lif	ik below will take you	to web sites external to the er	nergystar.gov	omain.
AIRPORT MG	Airport Home Appliance & Mattress	FFET1022QW white	In Stock Variable Shipping	\$479.00	Go
		FFET1022QB black	In Stock Variable Shipping	\$479.00	Go
AjMadison	AJ Madison	FFET1022QW	Online Only	\$425.10	Go
		white FFET1022QB black	Free Online Only Free	\$425.10	Go
A APPLIANCES CONNECTION	Appliances Connection	FFET1022QW	In Stock	\$489.00	Go
		FFET1022QB black	In Stock Free	\$499.00	Go
kmart	Kmart	FFET1022QW white	In Stock Free to store	\$431.09	Go
		FFET1022QB black	In Stock Free to store	\$479.99	Go
sears	Sears	FFET1022QW white	In Stock Free to store	\$431.09	Go



# Overview of Best Value Finder Tool

- Currently testing to allow partners to explore the functionality
- Obtain price data through real-time scraping of retail sites
- Look and feel of tool = a comprehensive bundle of resources accessible by web or mobile
  - Leverage price and location infrastructure to list models by lowest price available. User can select the features that are most important to them using the available filters.
  - Also offer mobile accessible site: low income are more likely to rely on their smartphones for internet access.
  - Provide rotating, adaptable content on energy saving opportunities
    - Targeted tips on purchasing and using products efficiently
    - Use consumer's zip code to show available rebates
      - Initial tool will include the rebates already provided to EPA by utilities
      - In the future would like to include links to low-income utility and other assistance programs





## Follow Today's Demo on your Phone or Laptop

- You can access the password-protected website using the information here:
- https://esstaging.sradev.com/productfinder-beta/best-value-finder
- user: espartner
- password: es2016pw



The Value of ENERGY STAR at the Best Price Welcome to the ENERGY STAR Best Value Finder. Your resource for smart savings all in one place. In addition to the energy-cost savings, we'll also show you where you can find the lowest prices on ENERGY STAR certified

can find the lowest prices on ENERGY STAR certified refrigerators. TVs, and light bulbs plus utility rebates and other special offers that are now available. So click on a product and start saving now!





Is your refrigerator an energy hog? Replace your old fridge with a new model that has earned the ENERGY STAR and save \$50 a year in energy bills. ENERGY STAR Best Value Finder helps you make a smart investment

Best Value Results »



#### **Televisions**

Shopping for a television with the latest features? You can find more than 100 ENERGY STAR televisions from 10+ brands under \$900. ENERGY STAR Best Value Finder helps you find the energy-saving electronics you want at the best prices.

Best Value Results >



#### **Light Bulbs**

How many dollars does it take to change a light bulb to ENERGY STAR? For under \$5, you can choose from 40+ ENERGY STAR LED bulbs — and they can lest you up to 12 years. ENERGY STAR Best Value Finder helps you start saving today.

Best Value Results >

#### More Ways to Save







## **Best Value Landing Page**

- Describes what the Best Value Finder offers
- Provides compelling facts for why users should visit the product pages
- Offers more ways to save focused on areas where you can save the most money.
  - Switching from paid TV to streaming
  - Setting back/up your thermostat when away
  - Adding insulation
  - Federal tax credits for water heaters
  - Installing low-flow showerheads
  - Learning what bulb you need for your fixture



## **Demo of Best Value Finder Tool**

- Scenario 1: Single-mom is trying to make ends meet and is spending \$1690 per year on energy bills
  when her refrigerator dies. She wants a moderate sized refrigerator that is about 16 cubic feet and
  would ideally like an ice maker. She has limited space in her kitchen and the maximum size
  refrigerator that will fit is 29" wide.
- On Best Value Finder she learns that 1 She can save up to \$50 per year on her refrigerator from decreased energy consumption; 2- DC SEU is offering rebates of \$50-\$75 for refrigerators; and 3-There are options on our website for efficient models that are about \$500.



**ENERGY STAR Certified** 



Refrigerator models that have earned the ENERGY STAR offer value because they save you money on your energy bills.
Replace your old model with an ENERGY STAR one and save as much as \$50 a year. Models with the freezer on top tend to use Models with the release on top tend to use the least energy (versus bottom freezers or side-by-sides). Generally, the larger the refrigerator, the more energy it will use --the most energy-efficient models are typically 16-20 cubic feet. Use the list below to find the best value in terms of purchase price.



### Filter Your Results Q fifter by keyword

#### Pricing is from a Sample of Retail Websites



□ Compare

Disclaimer

Sorted: lowest to highest price

Top Freezer | 15.6 outsio ft. | 428 (kWh/yr)

GE - GTE16DTH\*\*\*\*

GE GTE10CTU



Capacity (Total Volume) (ft3) €

x Clear selections

Less then 7.5 (739)

T.5 - 12 (154)

12 - 15 (54)

■ 15 - 18 (107)

18 - 21 (243)

21 - 24 (157)

24 - 27 (124)

Greater than 27 (113)

Height (in)●

Less than 65 (882)

B 65 - 65.9 (56)

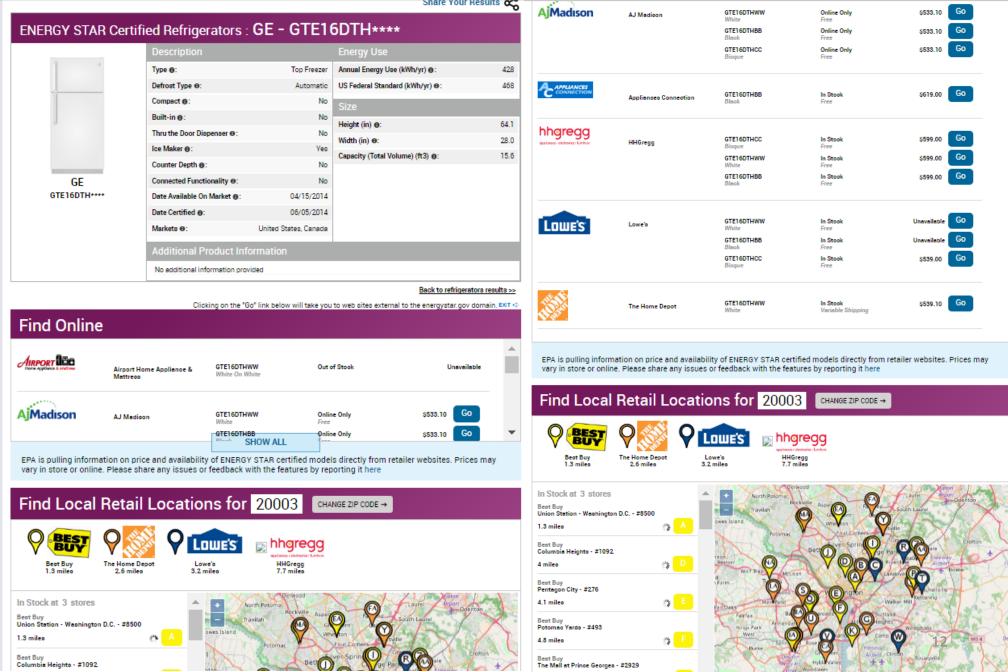
66 - 66.9 (91)

B 67 - 67.9 (39)

B 68 - 68.9 (69)

\$533.10 - \$619.00 View Product Details GE - GPE16DTH\*\*\*\* Compare Top Freezer | 15.6 oubio ft. | 428 (kWh/yr) \$539.00 - \$649.00 View Product Details Frigidaire - FFHT1614Q\* ☐ Compare Top Freezer | 16.3 outsio ft. | 432 (kWh/yr) \$551.10 - \$699.99 View Product Details GE - GTE16GTH\*\*\*\* ☐ Compare Top Freezer | 15.6 oubio ft. | 428 (kWh/yr) \$566.00 - \$650.10 View Product Details Rebates in your zip code: 20003 CHANGE ZIP → Refrigerators (purchase) \$50 - \$75 Valid: 10/01/2015 - 09/30/2016 Mail-in Rebate 🔞 Visit website to learn more DC Sustainable Energy Utility | 855-MY-DCSEU









TVs that have earned the ENERGY STAR offer value because they save you money on your energy bills. They are available from all the leading manufacturers and come with all the latest features including Wi-Fi (or streaming) capabilities. HDTVs offer excellent viewing without the added cost of ultra HD. Smaller TVs use less energy – select the size that fits your space. Experts suggest a 10 foot viewing distance is ideal for TVs larger than 40 inches. Use the list below to find the best value in terms of purchase price.



# Filter Your Results Q filter by keyword

#### Pricing is from a Sample of Retail Websites

Share Your Results 🗬

Disclaimer

Sorted: lowest to highest price

Size	(in )@	

- Leon than 32 (174)
- 32-39 (53)
- 40-46 (125)
- 47-53 (149)
- 54-61 (139)
- 62-69 (64)
- Greater than 70 (13)

#### Brand Name®

- APEX (2)
- Avera (3)
- BAUHN (1)
- ClearTuneo (3)
- CURTIS (3)
- ELEMENT (36)
- Emergon (5)
- ...
- Show more

#### Vertical Resolution €

- 1080i (4)
- 1080p (358)
- 2160p (214)
- 720p (133)
- Other (8)

#### Technology Type**⊕**

- Direct-lit LED (491)
- Edge-lit LED (223)
- OLED (2)
- ① Other (1)

**ELEMENT - ELEFW195** □ Compare 18.48 Inoheo | 720p | 28.2 (kWh/yr) View Product Details \$76.00 - \$99.99 SEIKI - SE24FL Compare 23.8 Inoheo | 1080p | 36.4 (kWh/yr) \$99.97 View Product Details SEIKI - SE20HY □ Compare 19.45 Inoheo | 720p | 31.6 (kWh/yr) \$99.99 View Product Details Westinghouse - WD24FC1360 Compare 23.74 Inoheo | 1080p | 32.9 (kWh/yr) View Product Details \$99.99

Rebates in your zip code:	20003	CHANGE ZIP →	
o rebates found for 20003			







#### **Filter Your Results**

## Q filter by keyword Size (in.) 0 Less than 32 (179) 32-39 (53) 40-46 (126) 47-53 (147) 54-61 (141) 62-69 (65) Greater than 70 (13)

## Pricing is from a Sample of Retail Websites

Sorted: lowest to highest price

SEIKI - SE24FL Compare 23.8 Inches | 1080p | 36.4 (kWh/yr) **View Product Details** \$59.97

#### **ELEMENT - ELEFW195**

\$76.00 - \$99.99

18.48 Inches | 720p | 28.2 (kWh/yr)

Compare

Share Your Results

View Product Details



Disclaimer

**ENERGY STAR Certified Light Bulbs** 



Light bulbs that have earned the ENERGY STAR offer value because they save you money on your energy bills. Each is independently certified to deliver high quality. Get the best deals when you buy them in multi-packs. Grocery stores and drug stores may not offer the lowest prices. Use the list below to find the best value in terms of purchase price.



## Filter Your Results Q filter by keyword

#### Pricing is from a Sample of Retail Websites

Rebates in your zip code:

DC Sustainable Energy Utility | 202-479-2222

Light Bulbs - LEDs

Buy-Down/Discount (?)

Share Your Results

#### Bulb Type€

- Deporative (906)
- General Purpose Replacement
- Globe (338)
- MRX16 (20)
- 0ther (14)
- PAR30S (46)
- Reflector (Flood/Spot) (6922)
- ST (5)

#### Technology €

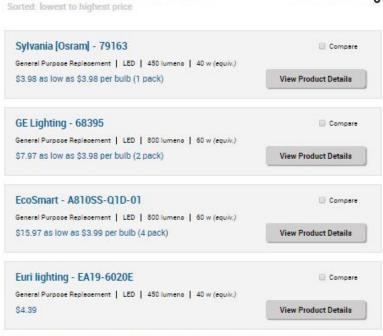
- CFL (1569)
- LED (10633)

#### Special Features €

- Dimmeble (9924)
- 3-Way (124)
- Enclosed Fixtures (4611)
- Not for Use in Englosed Fixtures (3276)
- Recessed Fixtures (3434)
- Not for Use in Resessed Fixtureo (746)
- Damp Location Rated (5704)
- > Show more

#### Base Type⊖

- Medium Sorew Base (E26)
- Candelabra Sorew Base (E12) (731)
- GU24 (365)
- GU10 (463)



20003

\$1.00-\$5.00

▼ SHOW ALL SPECIAL DEALS ▼

CHANGE ZIP →

Valid: 10/01/2015 - 09/30/2016

Visit website to learn more





# **Mobile Access**





## **Next Steps**

- Looking for partner feedback test out the site and share your thoughts
- Expect soft launch of tool in November
- In 2017 we will be updating/enhancing the tool





## **Contacts**

- Melissa FifferFiffer.Melissa@epa.gov
- Kathleen VokesVokes.Kathleen@epa.gov





# **Background Slides**



### Find Product Rebates & Other Special Offers

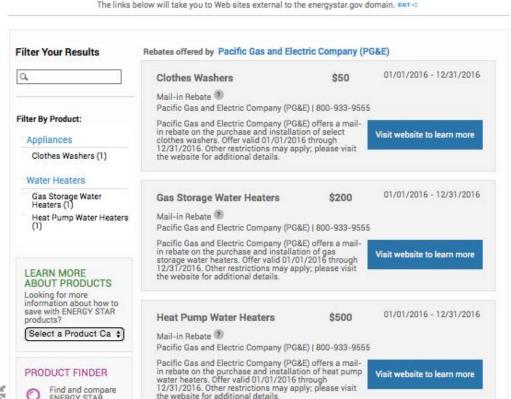


Enter your zip code in the box below to find rebates and other special offers available in your area.

- Enter your zip code to see a list of rebates and offers in your
- Narrow the results to the product categories of interest
- Connect to utility websites for details on how to cash in.

## Enter your zip code to begin. 94610 FIND REBATES

#### 3 Records Found





## **ENERGY STAR Rebate Finder**

- Energy Efficiency Program Sponsors provide information on incentives
- Recently improved the process for updating information, as well as the user interface





ENERGY STAR products to see how they stack up.

#### The Year's Best of ENERGY STAR for Energy Efficiency and Innovation

#### WHEN ONLY THE BEST WILL DO

Introducing ENERGY STAR Most Efficient 2016, a new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest technological innovation. It is an award that truly represents the best of ENERGY STAR.



#### **New Price and Location Information**

EPA is adding new price and location information for ENERGY STAR Most Efficient products to enhance the consumer experience and make it easier to locate models. Data on price and availability are sourced from retail web sites for informational purposes only. Please share any issues or feedback with the features by reporting it here.

There are currently no Canada only models.









## **ENERGY STAR Most Efficient**

- Identify and advance cutting edge efficiency
- Recognized models showcased in a special part of the website offering tailored information
- Currently adding details on online prices and where to buy models to promote greater accessibility
  - Real-time scraping of retailers websites
  - Focused on products sold at retail